Santa Cruz' new $300,000 Civic Auditorium, which opened March 28, 1940, is the most modern edifice of its kind in California. Santa Cruz, situated betwixt the Santa Cruz Mountains with their giant redwood groves and the famous Santa Cruz beach, is California's favorite resort and convention rendezvous.

DISTRIBUTED BY "FULMER'S", SANTA CRUZ, CALIF.

GENUINE CURTEICH-CHICAGO "C.T. ART-COLORTONE" POST CARD (REG. U.S. PAT. OFF.)

PLACE
ONE CENT
STAMP
HERE

POST CARD

Auditorium and Fire House, Santa Cruz, California

OB-H379